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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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In re Application of: Megiddo et al.

NOV 22 2004

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

AMENDMENT

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Further to the interview of 11/17/2004, the Request for Continued Examination filed herewith, and the outstanding office action of 7/13/2004, please amend the above-identified application as follows: